Accelerate Insight with SAP
Customer Successes

SAP

The Best-Run Businesses Run SAP®

Introduction

Banking

Chemicals

Consumer products

Healthcare

High tech

Industrial machinery
and components

Insurance

Mill products

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Retail

Sports and
entertainment

Travel and
transportation

Stay Ahead of Demand with Anytime, Anywhere Insight

In this fast-moving world, the speed of change across markets and technology presents new challenges to companies around the globe:

Expectations are higher

The pace of business is faster than ever, which means less tolerance for slow data processes. People want insight anytime, anywhere. In today's world, companies still have much to do when it comes to providing employees, stakeholders, and customers with access to real-time data. Many business software users have to wait days or even weeks for a simple business intelligence request.

Data is everywhere

As the need for speed rises, the quantity and variety of data also continues to grow. Almost every enterprise around the world is seeing its data volume expand. Faced with increasing competition, companies must maximize the value of their data to discover and predict future trends, anticipate customer needs, and stay ahead of the competition.
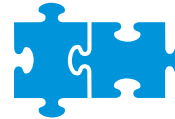
Insight is essential

Greater business and market volatility can impact profitability and growth. Secure access to accurate, up-to-date data is essential to maximizing opportunity and minimizing risk. Yet, most companies are still making decisions based on best guesses with little-to-no understanding of the potential business outcomes.

To compete more effectively, companies must increase efficiency and profitability by becoming data-driven organizations.

No matter the size of your enterprise, SAP can help you maximize the value of your data, empowering you to make the best decisions based on meaningful and timely insight.

Become a Data-Driven Enterprise with Help from SAP
Companies Around the World Are Accelerating Business Insight

When you achieve the real-time insight needed to antici-pate customer demand, the rewards are clear. Greater efficiency can mean improved margins, while deeper market and product insight can lead to new revenue streams. The result is **greater innovation and a sharper competitive edge.**

With SAP® software, you can:
- **Do business at market speed** with real-time data and insight available anytime, anywhere
- **Outpace the competition** using Big Data to anticipate tomorrow's market changes today
- **Maximize business performance** with future-focused, context-rich reporting and analytics

Find out how these **leading companies** are making real-time business a reality:
- The **City of Boston** improves the quality of life for its citizens with better municipals services and an analy-tics solution from SAP.
- **Asian Paints** provides real-time access to data, allow-ing business users to produce invoices more efficiently and respond to issues more quickly.
- **VELUX** enhances its ability to predict product failure for better customer service and better financial control.
- **Grupo Merza** gains deeper insight into how promotions and product assortment impact market baskets.

Search Customer Stories
by industry

Search Customer Stories
by alphabetical order

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POCKET CARD
Doubling Revenue from Direct Mail Campaigns with SAP® InfiniteInsight®

From credit cards to loans to insurance and more, over 5 million customers in Japan rely on financial services from POCKET CARD Co., Ltd. Founded in Minato-Ku, Tokyo, in 1982, the company was looking to uncover hidden revenue potential across its existing customer base as well as to reactivate nonactive customers and identify new ones.

With the SAP® InfiniteInsight® solution (functionality now available in SAP Predictive Analytics software), POCKET CARD is taking advantage of the power of predictive analytics to better target customers for promotional campaigns. Analysts are able to build predictive models from millions of customer records and tens of millions of historical account transactions within a few hours. The result has been drastic increases in the success of telemarketing and direct mail campaigns, which means that more customers, new and old, are getting the financial services they need.

Company POCKET CARD Co., Ltd. | **Headquarters** Tokyo, Japan | **Industry** Banking |
Products and Services Financial services, including credit card, loan, and insurance agency services |
Employees 350 | **Revenue** ¥34,174 million (US$312.8 million)

www.pocketcard.co.jp

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POCKET CARD

Top objectives
- Increase revenue by promoting cash advance services and revolving credit and by streamlining marketing calls for affiliated insurance services
- Reactivate nonactive existing cardholders and find a new customer base suitable for specific services

Resolution
- Adopted the SAP® InfiniteInsight® solution (functionality now available in SAP Predictive Analytics software) for predictive modeling and data analysis to gain customer insight
- Enabled data-driven customer segment targeting decisions for each campaign, rather than relying solely on marketer experience
- Enabled the analysis of enormous amounts of data such as monthly credit card statements, outstanding loans, and repayments

Key benefits
- Allows analysts to simulate infinite scenarios and select the optimal models for their business needs
- Enables the building of predictive models from millions of customer records and tens of millions of historical account transactions within a few hours

180%
Boost in the sales conversion rate of telemarketing calls for insurance services

200%
Increase in total revenue for targeted direct mail, compared with mailing to lists of nonactive cardholders compiled without models

400%
Higher conversion for promotional campaigns for cash advance and revolving credit with preferential interest rates to new customers

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Asian Paints
Enabling Real-Time Analytics Across Growing Data Volumes

asianpaints

For the last five years, Asian Paints Limited has experienced rapid growth, with its dealer base soaring past 35,000. This growth led to massive data volumes in multiple data cubes, creating significant data access, visibility, and usability issues. After migrating data to the SAP HANA® platform, the company leveraged SAP® IQ software's near-line storage functionality to affordably store data, enable real-time analytics, and streamline data-intensive tasks.

Company Asian Paints Limited | **Headquarters** Mumbai, India | **Industry** Chemicals | **Products and Services** Paints and coatings – interior and exterior wall finishes, wood finishes, enamels, home decor, and wallpaper | **Revenue** Rs 9,632 crore (US$1.8 billion)

www.asianpaints.com

Asian Paints

Objectives
- Offer dealers four-hour order cycles, from the time an order is received to when it is fulfilled
- Use real-time analytics to inform campaigns, product decisions, and service levels
- Provide salespeople and executives with the information they need to optimize the business

Why SAP
- Trusted, long-term, and successful partnership
- Wide range of processes running on the SAP® Business Warehouse (SAP BW) application
- Performance enhancement available using the SAP HANA® platform
- Cost-effective near-line storage functionality of SAP IQ software that can be combined with SAP HANA and connected to SAP BW to unify in-memory and disk-based column stores

Benefits
- Connects historical data while running three years of "hot" data on SAP HANA, enabling comprehensive analysis experience from both a current and a historical perspective
- Provides real-time access to data, allowing business users to produce invoices more efficiently and respond to issues more quickly
- Identifies markets and dealers experiencing service issues in the moment, rather than crunching historical data over a span of weeks

Faster
Data compiling (from hours or days to minutes or seconds)

Faster
Supply chain reporting (from 45 to just a few minutes)

Detailed
Inventory analysis across the entire supply chain, from raw goods and packaging materials to the finished product

Lower
Cost of near-line storage using SAP IQ

Read the full story

Rust-Oleum
Deepening Insight with the SAP® Business Intelligence Adoption Rapid-Deployment Solution

To protect homes and businesses from the elements, the world turns to Rust-Oleum Corporation. This strong global presence drove the company to look for a better way to use business intelligence. Using the SAP® Business Intelligence Adoption rapid-deployment solution, Rust-Oleum has a clear picture of top vendors, their performance, and contracts. With reporting that is accessible anytime, anywhere, and on any device, users have the information they need to keep protecting the things they love.

Company Rust-Oleum Corporation | **Headquarters** Vernon Hills, Illinois |
Industry Chemicals | **Products and Services** Manufacturer of protective coatings for homeowners and professionals

www.rustoleum.com

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Rust-Oleum

Objectives
- Leverage business intelligence (BI) to quickly generate value for the business
- Reconcile data from the SAP® ERP application with reporting data
- Create feature-rich reports that provide better insight into vendor analysis and purchasing
- Enable dashboard reporting that is configured for desktop and mobile use

Why SAP
- Deployed the SAP® Business Intelligence Adoption rapid-deployment solution in just two weeks without consulting involvement or overtime
- Accelerated the learning process so that BI usage would spread quickly across the business
- Ensured that BI tools would be used in a variety of ways across all business units

Benefits
- Simpler user experience to provide a way to analyze complex data stores in multidimensional formats
- No additional BI deployment work required apart from the standard queries delivered by the SAP Business Warehouse application
- Short delivery cycles from design through implementation
- Automatic and streamlined execution in real time with minimal user input
- Higher user satisfaction with reports that contain intuitive navigation and can be formatted to suit individual preferences

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adidas Group
Staying Ahead of Consumer Demand with SAP® Fashion Management

adidas
GROUP

A love of sports and the drive to push performance to the next level is what makes the adidas Group a global leader in the sporting goods industry. To bring the best products to market each and every season, the company has to know what consumers want and when. With the SAP® Fashion Management application and the SAP HANA® platform, the adidas Group will have the unified IT systems and the real-time data analysis it needs to stay ahead of consumer demand and on top of its game.

Company adidas Group | **Headquarters** Herzogenaurach, Germany |
Industry Consumer products | **Products and Services** Sporting apparel, footwear, and equipment | **Employees** >50,000 | **Revenue** €14.5 billion

www.adidas-group.com
www.adidas.com

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adidas Group

Objectives
- Drive growth in the e-commerce market
- Unify e-commerce, wholesale, and retail business units with simpler, standardized IT
- Stay ahead of consumer demand
- Become a true omnichannel business

Why SAP
- SAP® Fashion Management application, meeting industry-specific and unique business needs
- SAP solutions as the backbone of the group's global supply chain system
- Real-time data access, reporting, and analysis with SAP for Retail solutions and SAP Business Warehouse powered by SAP HANA®

Benefits
- Complete visibility from the factory to the shop floor and e-commerce channels
- Point-of-sale data analysis that provides a better understanding of consumers, helping replenish shelves with the best-selling products and increase cross- and up-sell opportunities
- Significantly faster nightly replenishment and allocation runs

Future plans
- Accelerate the delivery of customized merchandise
- Move from near-real-time to true real-time and vertical business processes
- Improve forecasting to better anticipate what consumers will want tomorrow, in a week, and a month down the road
- Move toward cloud deployment models to save time and money on new implementations

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Mercy
Maximizing the Value of Big Data and Analytics to Improve Patient Care

To become a best-in-class Accountable Care Organization, Mercy integrated SAP® BusinessObjects™ business intelligence solutions with its Epic electronic health record system to enable the Daily Visit Planner tool. Now Mercy can aggregate and deliver data at the point of care to close clinical gaps and improve both patient and population health.

Organization Mercy | **Headquarters** St. Louis, Missouri | **Industry** Healthcare | **Products and Services** Compassionate care and exceptional services in acute care hospitals, specialty hospitals, clinics, and outpatient facilities, as well as ministry outreach services | **Employees** 40,000 | **Revenue** US$4.3 billion

www.mercy.net

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Mercy

The company's top objectives
- Integrate data from several sources and use analytics for one-stop reporting
- Proactively improve disease management and close gaps in care
- Measure the efficacy of the Daily Visit Planner to improve care

The resolution
- Implemented SAP® BusinessObjects™ business intelligence solutions
- Integrated with the Epic electronic health record (EHR) system

The key benefits
- Empowers clinicians with data at the point of care that is simple to access and yields actionable insight from diverse treatment settings
- Provides fast data access through a user-friendly interface and establishes key performance indicators to measure progress against strategic and operational goals
- Identifies gaps in care and improves patient population health management
- Positions Mercy locations as value-based Accountable Care Organizations

300K
Patients covered with actionable data for 50 clinical measures and 9 disease states

>**100**
Full-time employees in equivalent time and effort saved over one year

10%
Performance improvement in three areas of preventive care (breast cancer screenings, colorectal screenings, and Hemoglobin A1c values) within four months

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BASE
Ready to Serve with Insight from SAP® Business Analytics

BASE Corporation Ltd., headquartered in Bangalore, India, empowers India's vehicles with top-quality batteries that keep the country moving smoothly. A recent initiative from BASE promises free service for any battery anywhere, providing customers a "dial-a-battery" number to access the service nearest them. With this step, BASE's activities became time-sensitive and boosted customer expectations.

BASE geared up with analytics solutions from SAP to meet its commitment and be ready when called. With support from YASH Technologies and the SAP® Business Analytics mobile app, the company established dashboards and multidimensional reports that keep staff apprised of pending orders, inventory status, and dispatch status. With the ability to make smart business decisions quickly and plan cost-effectively, BASE is ready to serve whenever the customer calls.

Company BASE Corporation Ltd. | **Headquarters** Bangalore, India | **Industry** High tech | **Products and Services** Manufacture of batteries | **Employees** 1,000 | **Revenue** 800 crores of rupees

www.basebatteries.com

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BASE

Top objectives
- Provide key business matrix reports based on production and sales data
- Provide multidimensional reports faster to control goods inventory
- Generate quality reports reflecting key performance indicator values
- Enable staff to generate required business reports without IT assistance

Resolution
- Implement the SAP® Business Analytics mobile app to gain better insight into manu-facturing costs and take action to improve the profit margin
- Produce a variety of dashboards and multidimensional reports that provide production, sales, and inventory data to support faster decision making

Key benefits
- Elimination of guesswork based on required business reports generated as needed with no IT assistance required
- Real-time visibility of key business conditions
- Improved efficiency

50% Better decisions through online reporting

100% Greater production data visibility

30 minutes Required to generate dispatch reports

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KAESER KOMPRESSOREN
Transforming Operations with SAP® Business Suite powered by SAP HANA®

Businesses around the world rely on air systems from KAESER KOMPRESSOREN. To maintain its leadership, real-time operations and predictive maintenance are a must. After migrating the SAP® Customer Relationship Management (SAP CRM) application to the SAP HANA® platform, KAESER will follow with other SAP Business Suite applications. SAP CRM powered by SAP HANA will be deployed in the cloud with other cloud solutions from SAP in line with a mobile and social CRM strategy.

Company KAESER KOMPRESSOREN SE | **Headquarters** Coburg, Germany | **Industry** Industrial machinery and components | **Products and Services** Compressed air systems and compressed air consulting services | **Employees** 4,400 | **Revenue** €600 million (2012)

www.kaeser.com

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KAESER KOMPRESSOREN

Objectives
- Create an innovative IT environment that supports the move toward a solution-provider business model
- Enhance existing business processes and leverage the power of Big Data and predictive maintenance to become more proactive, customer oriented, and competitive
- Leverage the SAP HANA® platform to transform and simplify the entire SAP® solution landscape

Why SAP
- Successful migration of the SAP Customer Relationship Management (SAP CRM) application to SAP HANA in just 2.5 months and with just 1.5 days of downtime
- Great collaboration with SAP during all phases of the project

Benefits
- Successful and smooth production launch of SAP CRM powered by SAP HANA
- Five times faster database response times
- Foundation for predictive maintenance
- Simpler and more agile IT landscape and business processes

Future plans
- Launch predictive maintenance capabilities with a custom solution based on SAP CRM powered by SAP HANA to step up customer service
- Migrate all SAP Business Suite applications, such as the SAP ERP, SAP Supply Chain Management, and SAP Business Warehouse applications, to SAP HANA
- Deploy SAP CRM powered by SAP HANA in the cloud with other cloud offerings like the SAP JAM social software platform to enable a mobile and social CRM strategy

Video

Eureko Sigorta
Using Real-Time Data Analysis to Better Protect Customers with SAP® Business Suite powered by SAP HANA®

EUREKO SİGORTA

Stormy weather is part of life. But with insurance from Eureko Sigorta for their businesses, banks, homes, and families, the people of Turkey can rest easy. Dedicated to providing the best customer service, Eureko Sigorta wanted to streamline financial operations and redirect the time saved to customer-focused activities.

With SAP® Business Suite powered by SAP HANA®, Eureko Sigorta has achieved faster, more transparent financial processes, tightening control and risk management. And SAP BusinessObjects™ business intelligence solutions have improved profitability analysis, helping the company better understand which products and services work best for its customers. The next step will be to extend SAP HANA to budget planning, purchasing, and HR, enhancing overall operational effectiveness and strengthening the port in every customer's storm.

Company Eureko Sigorta, part of Achmea | **Headquarters** Istanbul, Turkey | **Industry** Insurance | **Products and Services** Nonlife insurance branches primarily for fire, accident, engineering, motor, third-party liability, personal injury, health, credit, and legal protection | **Employees** 574 | **Revenue** €270 million

www.eurekosigorta.com.tr

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Eureko Sigorta

Top objectives
- Standardize financial reporting and reduce manual data handling
- Provide management with more flexible, varied, and in-depth reports
- Improve risk management and comply with global regulations

Resolution
- Migrated SAP® Business Suite applications to the SAP HANA® platform in just six months
- Deployed the SAP Financial Asset Management application to centralize investment management
- Leveraged electronic ledger management for Turkey
- Enabled SAP BusinessObjects™ business intelligence (BI) solutions on mobile devices for senior management

Key benefits
- Profitability reports and analysis by policy, holder, distribution channel, line of business, product, and more
- Capacity for multiple languages, currencies, and regulatory standards
- Faster, more transparent financial transactions, increasing control, improving cost management, and accelerating financial closing

33% Faster monthly closing

23% Fewer general ledger accounts

>**50**% Faster tax reporting

83% Faster fixed asset processing

93.75% Faster reporting on aging and rediscount processes (from 2 working days to 1 hour)

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VELUX
Opening the Window of Opportunity to Improve Performance and Results with SAP® Solutions

Everyone deserves sunshine and fresh air. To make it happen, Villum Kann Rasmussen built what he called a "model" company. He wanted VELUX A/S to be the model against which others benchmark themselves. Today, property owners across the globe rely on VELUX roof windows and skylights to provide flexible solutions that allow for more daylight, even for roofs that were considered unsuitable for such installations.

VELUX has been on a journey from establishing "one truth" for employees to sharing it. For Anders Reinhardt, head of business intelligence (BI) at VELUX, this involves enabling users to work with data and to create new reports without contacting IT. To achieve its goal of establishing an agile BI solution, the company turned to the SAP® BusinessObjects™ BI platform, running the SAP Business Warehouse application powered by SAP HANA®.

Company VELUX A/S | **Headquarters** Hørsholm, Denmark | **Industry** Mill products |
Products and Services Roof windows, modular skylights, sun screening, and roller shutters |
Employees 10,000 | **Revenue** €2.4 billion

www.velux.com

VELUX

Objectives

- Accelerate business planning and move away from yearly budgeting
- Support the corporate vision of a "single truth" for employees by deploying a centralized business planning solution that is integrated with the company's data warehouse
- Predict which products have a strong potential to fail, and clarify the impact on the company's financial results
- Establish "one truth" for employees by storing all relevant data in a central, easy-to-access data warehouse
- Establish agile business intelligence (BI) across the company by empowering users to work with data and to publish new reports without IT help

Resolution

- Used SAP® Data Services software to feed data from across the business into the data warehouse
- Moved the SAP Business Warehouse (SAP BW) application onto the SAP HANA® platform to speed up the processing of large amounts of data
- Upgraded to the latest release of the SAP BusinessObjects™ BI platform to access new features and enhanced user interfaces, and to more tightly integrate front-end tools from SAP for an even simpler user experience
- Selected the SAP Business Planning and Consolidation application powered by SAP HANA due to robust business planning and rolling forecasting capabilities
- Deployed SAP Predictive Analytics software with visualizations from SAP Lumira® software to incorporate more advanced analytics capabilities in finance and other lines of business

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VELUX

Benefits
- Dramatic improvement in user acceptance and adoption of the BI platform across the company as a result of the significant reduction in runtime of even complex jobs
- Increased simplicity through enhanced user interfaces and better self-service capabilities
- Consistent **4- to 5-second** response time for reporting queries thanks to SAP BW powered by SAP HANA
- Increase of 300% in use of BI tools in the last three years
- More accurate monthly planning with rolling forecasts
- Enhanced ability to predict product failure for better customer service and better control over financial implications
- More time to discuss business plans, strategy, and estimates with top management, thanks to a reduction in time needed to consolidate data for repeated, monthly planning and reporting

- Faster access to insights and easier preparation of materials needed by sales employees for customer meetings
- Optimized monitoring of business performance by executives using dashboards

Future plans
- Increase use of BI tools up to 180% by 2015
- Explore data discovery and SAP Lumira software as the next step in the evolution of agile reporting
- Enable business users to bring the big picture and granular details together and to create visualizations with a few clicks
- Analyze financial data – such as gross margin – by using visualizations from SAP Lumira to uncover previously hidden data coherency

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City of Boston
Improving the Quality of Life with Better City Services and an Analytics Solution from SAP

The City of Boston is famous for many things – from its vibrant neighborhoods to the storied Boston Red Sox baseball team. The city is also a recognized leader in its innovative use of technology. Now with the help of the SAP® Strategy Management application, Boston is improving public services and providing its citizens instant insight into the city's performance.

Organization City of Boston | **Location** Boston, Massachusetts | **Industry** Public sector | **Products and Services** City government | **Employees** 16,000 | **Budget** US$2.5 billion

www.cityofboston.gov
www.cityofboston.gov/bar

City of Boston

The organization's top objectives
- Improve the quality of city services for Boston residents
- Better align the city's actions and resources to established objectives
- Ensure public transparency to the city's performance

The resolution
- Chose the SAP® Strategy Management application to help align strategy and execution
- Co-innovated a mobile app to deliver performance scorecards to citizens on the go
- Helped ensure smooth rollouts with support of implementation partner CIPHER Business Solutions

The key benefits
- Analytics tools and system support for continuous improvement of public services
- Increased accountability of city officials
- 24x7 visibility into city strategies and associated key performance indicators (KPIs)

>**2,000**
KPIs tracked on a monthly or quarterly basis

45
Departments all using a common performance tool

16
Departments conveying performance through an interactive public scorecard, and more being added

▶ Video

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State of Indiana
Improving Life Across the State with Big Data and Better Analytics

Governor Mike Pence has a road map for Indiana. He has tasked his IT and budget teams to develop a comprehensive, enterprise-wide, data management system to help government agencies make use of huge volumes of data stored in various systems. The Management and Performance Hub (MPH) project is intended to create a citizen-centric IT architecture, placing "Hoosiers" at the center of all interactions.

The MPH project will empower state leaders and citizens alike to track the state's progress against key performance indicators and will be used to initiate targeted policy solutions. The state's MPH initiative will make use of the SAP HANA® platform in combination with SAP® Predictive Analysis and SAP Lumira® software. This makes it an ideal platform for quickly gathering and analyzing data to drive improvements that will make life in Indiana better than ever.

Organization State of Indiana | **Headquarters** Indianapolis, Indiana | **Industry** Public sector | **Products and Services** State government, providing legislation, regulation, and citizen services | **Employees** 28,000 | **Budget** US$30 billion (2014–2015)

www.in.gov

State of Indiana

Top objectives
- Unify huge volumes of data from disparate sources and perform complex analyses to uncover new insight
- Build a high-security environment to protect personally identifiable data
- Empower policymakers and analysts with integrated, user-friendly interaction and reporting tools

Resolution
- Partnered with KSM Consulting to deploy SAP® Predictive Analysis and SAP Lumira® software together with the SAP HANA® platform
- Established a plan to meet the requirements of the Management and Performance Hub (MPH) initiative to centrally store and manage data and share it across all departments

Key benefits
- Near-real-time, ad hoc reports that previously took a week to pull together from many unconnected systems, providing deeper insight into areas for improvement across the state
- Foundation for addressing additional analytics needs with user-friendly dashboard reporting

1,000x
Faster database queries

90%
Increase in data compression for more-efficient data management

>**5** billion
Rows of data being integrated from state agencies

50%
More data being analyzed by IT staff

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Grupo Merza
Improving Wholesale and Retail Insights with Analytics Solutions from SAP

For groceries, beverages, pharmaceuticals, and more, Mexico counts on retail and wholesale giant Grupo Merza. Using the SAP HANA® platform, SAP Lumira® software, the SAP® Sales Insights for Retail analytic application, and SAP Predictive Analysis software (functionality now available in SAP Predictive Analytics software), Grupo Merza is speeding business insight to better understand what drives customers, sales, and a growing bottom line.

Company Grupo Merza | **Headquarters** Michoacan, Mexico | **Industries** Retail and Wholesale distribution | **Products and Services** Food and beverage distribution, transportation and logistics, and financial services | **Employees** 4,500

www.grupomerza.com

Grupo Merza

Objectives
- Analytic insight with little IT support
- Insight into market baskets across products, categories, and stores
- Less risk in wholesale customer loans
- Efficient, effective IT operations

Resolution
- Deployed SAP Lumira® software for data access from any source and the SAP HANA® platform for real-time analysis
- Deployed the SAP® Sales Insights for Retail analytic application to gain point-of-sale insight and SAP Predictive Analysis software to calculate loan risk
- Completed the implementation project in eight weeks
- Worked with SAP's Data Science organization to define a retail analytics strategy, optimize solutions, and train users

Benefits
- Faster decisions with self-service data visualization
- Deeper insight into how promotions and product assortment impact market baskets
- Better loan policy for wholesale customers

40%–70%
Faster processing of transactional data and report delivery with SAP HANA

1 scorecard
To track on-time payments on customer credit with SAP Predictive Analysis

4 weeks
To deploy SAP Lumira without consulting services

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MonotaRO
Targeting the Right Customers with the Right Offers and Increasing Revenue Using SAP® InfiniteInsight®

When they need maintenance, repair, and operations (MRO) products quickly and at a fair price, small businesses and midsize manufacturing companies across Japan turn to MonotaRO. Established in 2000, MonotaRO started as a joint venture between Grainger and Sumitomo Corporation. Since then, it has become a leader in the Japanese MRO market – the second largest industrial market in the world.

Offering more than 8 million products to more than 1.3 million customers, MonotaRO needed to improve the targeting accuracy of its catalogs and online recommendations. This led the company to start innovating in the area of predictive analytics. Today, the SAP® InfiniteInsight® solution (functionality now available in SAP Predictive Analytics software) helps MonotaRO gain deeper insight into its customer base and buying behaviors, leading to a 200% increase in sales for campaigns backed with predictive analytics.

Company MonotaRO Co. Ltd. | **Headquarters** Amagasaki, Japan | **Industry** Retail | **Products and Services** Online and catalog sales of maintenance, repair, and operations products targeting small and midsize manufacturing companies | **Employees** Approximately 230 | **Revenue** ¥34.55 billion (FY 2013) (US$339.46 million)

www.monotaro.com

MonotaRO

Top objectives
- Better match and market 8 million products and gain insight into roughly 1.3 million customers
- Enable flexible predictive analytics that can scale to meet rapid growth
- Improve the targeting accuracy of catalogs, pamphlets, and online offers

Resolution
- Deployed the SAP® InfiniteInsight® solution (functionality now available in SAP Predictive Analytics software) to analyze data, discover rules and patterns, and create predictive models
- Sped preparation with predictive modeling's first-ever semantic layer
- Automated predictive modeling to eliminate manual, time-consuming, and error-prone processes

Key benefits
- Superior ability to accurately address rapidly changing market conditions and customer preferences
- Campaign support across a wide range of sales channels including fax, e-mail, catalogs, pamphlets, and the corporate Web site
- Vast improvement in product assortment and offerings by identifying actionable trends and patterns

>**2,500**

Variables and aggregates from over 12 million transactions and 1.3 million customer records included in automatically generated data sets

Up to 200%

Increase in sales with campaigns backed by predictive analytics, making predictive modeling a contributing factor to 5% of annual revenue

>**500**

Marketing campaigns optimized annually for customer acquisitions and cross-sell and up-sell activities

1,000%

Boost in predictive model productivity, compared to previous tool, which took a month for data preparation and another 2 to 3 weeks to build a single model

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FC Bayern Munich
Teaming up with SAP to Intensify the Fan Experience

When it comes to German soccer, no team dominates like FC Bayern Munich. But strong players need avid fans. This is why the club runs SAP® Business Suite powered by SAP HANA® using the SAP HANA Enterprise Cloud service. A real-time view of fans will help the club intensify their experience by providing more-personalized offers and loyalty programs through every touch point and channel, using any mobile device. And powerful analytics will help maximize team and individual player performance. Not only will German fans be cheering louder than ever – FC Bayern Munich will expand its brand the world over.

Company FC Bayern München AG (FC Bayern Munich) | **Headquarters** Munich, Germany | **Industry** Sports and entertainment | **Products and Services** World-class German soccer club | **Fans** 292 million | **Brand value** €608 million (US$786 million)

www.fcbayern.de/en

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FC Bayern Munich

Objectives
- Simplify the business to improve performance
- Support the internationalization of the club
- Analyze player's training data in real-time
- Reduce the risk of injury for players

Technical implementation
- Achieved a real-time view of fans and allowed tailored offers based on needs, preferences, past interactions, and current context using SAP® Business Suite powered by SAP HANA®
- Upgraded and migrated the SAP ERP application and SAP BusinessObjects™ business intelligence solutions to the SAP HANA platform in a recordbreaking 11 weeks
- Deployed SAP CRM powered by SAP HANA
- Combined the power of in-memory computing and the flexibility of the cloud with the SAP HANA Enterprise Cloud service

Benefits
- Expand and strengthen global brand recognition
- Enhance the experience for fans in Germany and around the world by bringing them closer to the action
- Monitor and analyze social media sentiment to proactively engage with fans
- Gain insight to develop new products and services based on emerging demand
- Maximize team and individual player performance
- Help players stay fit and healthy

Future plans
- Internationalize the club by optimizing business processes all over the world
- Ensure a sustainable, long-term leading position and success at an international level from both a business and a sporting perspective

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NFL
Helping Fantasy Football Players Pick a Winning Team with SAP® Lumira® and SAP HANA® Cloud Platform

From the avid to the casual player, there is nothing that brings fans closer to the National Football League (NFL) than fantasy football. To gain trust and loyalty and to meet the highest fan expectations, player comparison data on NFL.com must be reliable, actionable, and available in real time. In other words, the system has to work.

To engage more fans and make NFL.com the go-to place for the ultimate fantasy football experience, the NFL worked with the SAP® Services organization to deploy SAP HANA® Cloud Platform and the cloud edition of SAP Lumira® software. Since the implementation, the NFL has seen a spike in usage as well as an increase in sales of other products across NFL.com, making fantasy football one of the biggest drivers in overall fan-base growth. Now the NFL is better able to serve fans by helping them make the right picks – so that, come game day, every fantasy team is in it to win it.

Organization National Football League (NFL) | **Headquarters** New York | **Industry** Sports and entertainment | **Products and Services** Professional American football league composed of 32 teams divided equally between the National Football Conference (NFC) and the American Football Conference (AFC)

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www.nfl.com

NFL

Organization's top objectives
- Make NFL.com the go-to place for the ultimate fantasy football experience
- Meet the high expectations of the most avid and engaged football fans
- Monetize fantasy football and drive new business across the Web site
- Expand to mobile devices for anytime, anywhere fantasy football
- Evolve the user experience to give confidence to players of any level and keep them coming back

Why SAP
- Unmatched solution scalability, plus the technical skill and industry expertise of the SAP® Services organization
- SAP HANA® Cloud Platform stores Big Data and delivers it in real time through the user-friendly interface of the cloud edition of SAP Lumira® software

Key benefits
- Increase in sales of other products via NFL.com, making fantasy football one of the biggest drivers in overall fan-base growth
- Real-time, reliable, and actionable player comparison data and customized recommendations, helping users quickly make the best picks
- Ability to handle spikes in usage on game day without disruption to users

45%
Approximate growth of fantasy football platform since 2010

7x
More content consumption on NFL.com by fantasy football users, increasing the value of fantasy football overall

24x**7**
Engages fans from Monday through Sunday, helping prepare for a game-day win

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The NEC Group
Optimizing the Visitor Experience with Analytics and Business Intelligence Solutions from SAP

nec group

The NEC Group, one of the world's top venue management companies, wanted to make the data it presents to its visitor management staff instantly understandable. Using SAP® BusinessObjects™ business intelligence solutions, the NEC built a dashboard that delivers near-real-time data at a glance. Team NEC staff is now making faster, better decisions that are smoothing traffic flow and improving the visitor experience.

Company The NEC Group | **Headquarters** Birmingham, UK | **Industry** Sports and entertainment – venue management | **Products and Services** Event hosting | **Employees** 2,000 | **Revenue** £140 million (€186 million)

www.necgroup.co.uk

The NEC Group

Objectives
- Optimize the visitor experience
- Simplify decision making for operations
- Provide clients with better information for planning future events

Resolution
- Deployed the latest version of SAP® BusinessObjects™ business intelligence (BI) solutions
- Developed dashboards to instantly convey key information to operations
- Engaged Computer Systems Integration Limited (CSI) for design, implementation, and ongoing support

Benefits
- Presented a complete, near-real-time view of the National Exhibition Centre at a glance
- Minimized parking, walking, and registration time for visitors
- Demonstrated visitor-friendly capabilities to clients, helping future sales

Up to 60K
Visitors per day at the National Exhibition Centre

3
Disparate systems feeding data to the dashboard

3 months
To implement

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Transnet
Keeping Shipments Moving Faster
with SAP HANA®

From transporting millions of tons of cargo, billions of liters of fuel, and millions of cubic meters of gas to running the vast majority of Africa's railway systems, Transnet Group, South Africa's national freight logistics company, plays a crucial role in sustaining industries and economies across the continent.

To keep maritime operations running efficiently, Transnet National Ports Authority measures the speed of cargo loading and unloading with the SAP® Business Warehouse application powered by SAP HANA®. Since switching from an Oracle database to the SAP HANA platform, reporting is significantly faster, with even greater improvements to come. Now Transnet can analyze data in real time to predict trends over eight ports, giving it more confidence in data-driven decisions that will keep goods moving and Africa growing.

Company Transnet National Ports Authority, part of Transnet Group | **Headquarters** Durban, South Africa | **Industry** Travel and transportation | **Products and Services** Cargo transportation and logistics services | **Employees** 4,600 | **Revenue** US$1.3 billion

www.transnetnationalportsauthority.net

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Transnet

Top objectives
- Ensure all business portfolios have a single source of reference to enable real-time access to accurate data and predictive business analysis for informed decision making
- Enhance and accelerate strategic management reporting

Resolution
- Worked with EOH to switch from an Oracle database to the SAP® Business Warehouse application powered by SAP HANA®
- Worked with Khusela Business Intelligence Technologies to deploy SAP BusinessObjects™ business intelligence solutions

Key benefits
- Significantly faster reporting, allowing data to be dissected in real time to predict future trends
- Better report execution performance, with continued improvements expected after installing a 10 GB switch
- Cost savings as a result of faster, more-informed business decisions
- Restored executive confidence in the accuracy of data-driven strategy

33% Faster query runtimes

>**99**% Faster report generation (from 8 days to 35 minutes)

90% Improvement in report execution performance

1,000% Faster activation of data loading to data store objects

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SAP

The Best-Run Businesses Run SAP®